



CREATING VALUE IN THE
DIGITAL ERA

ALEXANDRA VON PLATO
EVP CHIEF CREATIVE OFFICER
DIGITAS HEALTH

After a decade as a video and film producer, Alexandra joined Medical Broadcasting Company (MBC) in 1995 to spearhead that agency's development of several proprietary consumer and B2B offerings, including "BodySense" (a nationally syndicated TV series for *Prevention Magazine*), the "By Prescription Only" infomercial series, and the ePharmaceuticals business intelligence system.

Alex's passion for creating engaging and meaningful healthcare content quickly translated to digital media, where she led the creation of MBC's first web engagements, beginning in 1996.

In 1999 Alex was named chief creative officer. In this role she currently leads the Digitas Health creative group of more than 120 individuals across offices in New York and Philadelphia. Under her direction, Digitas Health has remained at the forefront of innovation in healthcare marketing and digital communications for both consumers and healthcare professionals.

Over the years, Alex and her team — a truly unique mix of producers, directors, writers, designers, and developers — have created groundbreaking digital and integrated marketing initiatives for leading healthcare companies and brands, including the first unbranded pharmaceutical web site, the first brand team intranet, the first Rx-branded social media experience, and the first video-hosted health sites, to name just a few.

Within the past year alone Digitas Health has earned top health marketing industry honors, including DTC National advertising awards, *Med Ad News* Manny awards, *Pharmaceutical Executive Ad Stars* awards, PhAME awards, Global awards, Freddie awards, and Rx Club awards.

With her deep understanding of why and how people seek and value health information, Alex is a frequently requested speaker, and her thought leadership has been featured in numerous industry publications.

Before joining Digitas Health, Alex served as executive producer at SBK Pictures and Rocket Films. She has a BA in communications and film from Temple University and has studied at the prestigious University of the Arts.

Digitas Health (www.digitashealth.com) connects its clients' knowledge, advice, and experience to people's problems, conditions, and questions through integrated marketing programs.